

## **Terms of Reference**

### **For Project Associate**

**Project Title:** Enhance the Investment Environment in Syria.

**Project No:** SYR/05/014

#### **I. Background:**

Enhance the Investment Environment in Syria Project aims at supporting the Syrian Investment Agency (SIA) in creating an attracting environment for investment. This is done through providing technical, legal and institutional support to SIA.

**Target Beneficiaries:** Syrian Investment Agency.

#### **II. Objectives:**

Under the supervision of the National Project Director, the Project Associate is expected to undertake the responsibility of supporting the NPD in all project activities by insuring an efficient implementation of the processes in the project, also ensures the quality inputs of different activities.

#### **III. Responsibility:**

##### **1) Technical and Deliverables:**

1. Follow-ups on all requests/ processes between project & UNDP
2. Arrange for training programs to develop SIA's staff capacity and skills, as per needs assessment.
3. Provide direct support in and follow-ups on preparation of proposals for the development of advertising and promotional activities for SIA.
4. Coordinate activities related to the development of SIA's promotional tools (the investment map, SIA's website, and SIA's publications)
5. Communicate with international organizations that are specialized in promotion and marketing activities to keep updated with the latest news and development in the field of marketing.
6. Assist in the preparation of studies on the targeted markets to promote the investments in Syria.

## 2) Facilitation and Management:

- a) Serves as the focal point for coordination of the consultancy activities with UNDP, the project and the Government
- b) Ensures that UNDP rules and regulations are implemented with relevance to the consultancy activities,
- c) Participates in necessary meetings and reviews,
- d) Ensures that the necessary inputs for the assignment are available,
- e) Liaises with UNDP National Project Director on daily/weekly basis to ensure proper monitoring and realizing results,
- f) Ensures that UNDP is invited to all stake holder meetings related to the consultancy assignment if applicable,
- g) Ensures that UNDP's name is mentioned in all publications, workshops, and consultancy related activities,
- h) Any other business as required.

## 3) Reporting Line:

The Project Associate will report directly to the National Project Director. In the absence of the Project Director, he/ she shall report to the Officer in Charge /UNDP Program Officer/ Team Leader on the project activities.

## IV. Evaluation:

The renewal of the contract will be based on satisfactory midterm and final performance evaluation by the NPD and UNDP program officer/ team leader.

Duration of Contract	Salary
One year	

## V. Budget Information:

### Budget Account:

Account no.	Operating Unit	Funds	Department	Project ID	Activity	Implementing Agency	Donor
71405	SYR	30071	47208	00050387	PM	002801	00233

**Cleared by:**

	<b>NPD</b>	<b>Team Leader/ Programme Officer</b>	<b>Deputy Resident Representative</b>
<b>Signature</b>			
<b>Date</b>			

Signature of project officer: \_\_\_\_\_

Date: \_\_\_\_\_

Note: Annex (A) contains qualifications

# Annex A

## Qualifications

**a) Education:**

University degree in Business Administration, Marketing or similar fields.

**b) Experience:**

At least 1 year of working experience in providing Marketing Studies and promotional activities advisory and evaluation, previous working experience with international organizations and government is an asset.

**c) Language:**

Excellent command of written and spoken Arabic and English.

- **Other Qualifications:**

- Computer proficiency
- Organizational skills
- Excellent communication skills
- Team player
- Presentation Skills.
- Gender knowledge is an asset.